



27949/CELL-3 WO

08/102390

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ABSTRACT OF THE DISCLOSURE

Methods and compositions are provided for
expression of mammalian genes in culture. An
amplifiable gene is introduced by homologous
10 recombination in juxtaposition to a target gene, the
resulting combination of amplifiable gene and target
gene transferred to a convenient host and the target
gene amplified by means of the amplifiable gene. The
resulting expression host may then be grown in culture
15 with enhanced expression of the target gene.

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